

MOTORISTS FIND AUTO COMFORTS IN D. M. READ CO.

All Sorts of Conveniences
For the Automoblist at
Big Store.

Those who motor know full well the tricky New England climate and prepare for surprises. Spring comes slowly this way, lingering late, and even when the sun shines warm and the south wind blows gently, one may look for and find snow in the hollows of the hills and along the north sides of stone walls. Right up to July one must have rugs, sweaters and warm coats to enjoy the long roads in comfort.

The newest sweaters are plaited in the back, after the fashion of a Norfolk jacket. There is a sort of half belt that fastens with large buttons and is altogether jaunty and attractive. There are two-toned weaves in the mixtures, red and gold, gray enough for an Indian princess, and white and gold which becomes a delicate butter color. Sweater shades are in Roman stripes terminating in a redon tasseled.

A sort of soft wool or brushed yarn is a handy thing to keep in the car. A chilly person can wrap up in it quickly and have protection from cutting winds. All colors are shown, striped and plain.

Most sensible of all motor hats, especially at this season of the year, is the close-fitting little capote of kid or leather. This may be of tan, brown, black, dark green or blue. It is generally very plain, with tight little folds of leather, and carries a single ornament in front or at the side, a stiff and severe little "cocarde" or a round and shining apple or bunch of cherries.

Other close hats are of novelty straw and silk, first-betrimmed sailors of patent leather or etole cire, all sparingly trimmed. They are light of weight, fit perfectly over the head, and of course weather cannot hurt them.

For evening wear with thin gowns in the "house" the dainty padded vests of Japanese silk will be found very acceptable. These are of thin white silk, padded warm with cotton, and embroidered with flowers in colors. With or without sleeves.

A very necessary adjunct to any woman's motoring outfit is the long voluminous veil of crepe de chine or chiffon cloth. Two yards long by seven-eighths wide is the average dimension, and this will wrap about the head, covering face, hat and hair.

The line of colorings is so large that one may choose at her pleasure, and there are plenty of the fashionable rose and cerise shades, the purples and orchids. Nothing is better than the indefinite tans and dust shades which are agreeable to the eyes and do not show soil too quickly.

A veil pin is a necessity and very practical ones are of 14-karat gold with strong hinges and clasps.

With a wrist watch one catches sight of the fleeting hours quickly and without fumbling about to find a hidden watch. Very pretty new styles, and not expensive, are those which may be detached from the bracelet and worn as pendants when desired.

A flask of toilet water should always be in the car. Lavender water is good for tired nerves. Rudin's headache cologne is aromatic and invigorating. It is also a relief in asthma or influenza.

The motor luncheon kit contains boxes for salads and sandwiches, jars for food, thermos bottles and cases, plates, knives, forks, napkins, cups, spoons, etc., for two, four, six and eight persons.

Separate carriers for thermos bottles, made in wicker or leather can be had in required sizes. A heating outfit for bouillon or soup, or to make tea or coffee, consists of an aluminum saucopan, a can of Sterno, or canned heat, as it is termed, which sets in a little frame over which the saucopan may be placed. The whole affair folds up to go inside the pan when not in use.

A box of sunshine biscuits should be taken along especially when the children go. Several varieties of wholesome and tasty sweets are put up in pound boxes, and the opening of one is always pleasant when far from the luncheon or supper table.

ELECTRIC CAR IS DISTINCTIVE AS AN ENGINEERING PROBLEM

In planning the specifications for the interior of an electric car as to the roof, the manufacturer tries to secure a happy medium for the car so that it will fit into the purposes for which it has been designed. To be a trifle more explicit on this point, if the manufacturer has decided on a two-seated car he builds the width of the rear seat sufficiently wide to accommodate two persons of average size and allows additional space to be comfortable, but not sufficient room for the third person to be seated comfortably.

When a car is designed to carry three persons on the rear seat this same plan is again used. This same method of handling the situation is applied when the length of the interior is decided upon. A person is allowed to sit comfortably in a seat and there an additional space is allowed to give sufficient room to make

riding comfortable. A car must be just long enough to give the ease of movement necessary to enjoy riding.

Simply because a car is one or two inches wider than another or an inch longer does not signify that it is a more comfortable car. The real point must be considered, whether the car you intend buying fits your needs from a riding viewpoint. As a car is primarily bought for transferring one from one point to another in the most comfortable manner, it is only logical that the prospective buyer should be vitally interested as to the comfort of the car he is considering.

This is a very vital point with the electric car manufacturer, mainly because his shorter wheelbase has necessitated a method of spring suspension which differs materially from that used by the gasoline car manufacturer.

NATIONAL AUTO CHAMBER

At the December meeting of the National automobile chamber of commerce held in New York, a safety first committee was appointed by Charles Clifton, president, who named J. Walter Drake of Detroit, as chairman.

The committee as its purpose is outlined, will aid the movement through sympathetic action the present booming prosperity is not confined to the makers of automobiles. The activity of the motor car market has pulled weakening and tottering allied industries up to an equal plane of prosperity. The entire commercial world, in fact, had its backbone stiffened, thanks to the condition of the motor car business; and what a year and a half ago promised to be the beginning of national depression and disaster has turned triumphantly into national profit and well being.

What, then, is the explanation of this phenomenal advance in the motor car world which means so much to every one in the country? Some manufacturers say it is because people will cut out meat for dinner, wear last season's clothes and forget to pay the grocer before they will think of economizing on gasoline consumption.

But is it? Let's look over the evidence. Seventeen months ago, when the war broke out, the almost universal inclination was to slash advertising appropriations and cut down on sales effort. "Let's just keep our money in the bank until we see what is going to happen," was the way most people felt about it. In the automobile business it looked like a small-sized panic for a few days.

Millions of dollars were tied up in production schedules. It seemed almost a certainty that the demand for cash abroad and the natural conservatism of the banks would make it impossible for dealers to get money enough to take their regular allotment of cars—after they were produced. And, even if the dealers could take them, it didn't seem probable that the public would be in a buying state of mind—or pocketbook. The natural thing to do then was to cut down the selling force, stop the advertising—put the factories on half time—and save as much as possible out of the threatened wreck. And

Contrary to general opinion, speed and recklessness are not principal causes of accidents. Of 3,339 persons struck by vehicles of all kinds in New York city during June, July and August, 737, or more than 20 per cent, were struck by horse drawn trucks and wagons, the ordinary speed of which is only four or five miles an hour and which never exceeded 10 or 12 miles. And of 1,084 persons struck by automobiles as a result of speeding and but one as a result of recklessness of the driver.

Attempt will be made, however, to have the 96 leading automobile manufacturing companies embrace in the N. A. C. C. membership conduct a campaign of education among purchasers of their cars and trucks. Much more good will result from friendly co-operation between city and state authorities and the automobile manufacturers than by misrepresentation of the facts and attempts to place most of the blame for street accidents upon the motorist, thereby antagonizing all users of motor vehicles.

AUTO INDUSTRY FORGES AHEAD AS WAR RAGES

Motor Car Business Stands
Up Well During Strains of
Commercial Unrest.

For nearly 19 months the automobile industry has been flourishing like a green bay tree. There had been previous periods of prosperity, but the peculiar, and apparently adverse, conditions that have prevailed during the last year and a half have made the present extraordinary and ever-expanding volume of motor car business a commercial phenomenon well worth singling out and examining, and all the more so because through sympathetic action the present booming prosperity is not confined to the makers of automobiles. The activity of the motor car market has pulled weakening and tottering allied industries up to an equal plane of prosperity. The entire commercial world, in fact, had its backbone stiffened, thanks to the condition of the motor car business; and what a year and a half ago promised to be the beginning of national depression and disaster has turned triumphantly into national profit and well being.

NEW COLLAPSIBLE BODY.

Rather broad possibilities in sectional body construction are disclosed by the development of a new form of collapsible body by R. Booth of London, England, which can not only be crated in very small compass for shipment, but is adaptable to two or four-passenger touring or light commercial applications. The Booth body, which is the subject of British patents, was especially designed for export purposes and has as its principal object the reduction of the volume of the shipment, as well as its protection from injury while in transit. Apart from these useful considerations, however, the design offers suggestive ideas with respect to sectional constructions, which is just coming into existence in this country in a different and equally characteristic form.

that is just what would have been done had it not been for a few level-headed, far-seeing men who knew something of the psychology of the crowd and had an abiding faith in the stability of this country of ours. These few men, instead of retrenching, threw on a few pounds more steam in advertising and selling departments.

They talked optimism and common sense and by the force of their example swung the entire industry into line in an aggressive constructive campaign of confidence-building trade promotion. Everybody knows what the result has been. Instead of depression and disaster, the automobile industry has enjoyed the most prosperous year in its history. Hundreds of thousands of men have been furnished with steady work. Allied industries have been benefitted—and the general prosperity of the country has been promoted. Now we are told that motor cars and other things of that character are the last things that people will do without.

This may be true to some extent, and if the motor car industry had done only "fairly" well we might say that the natural propensity to economize on the real necessities first had helped to hold it up. But the motor car industry has been unusually prosperous. The country has responded marvelously to the extra effort that has been put into advertising and selling. More cars have been sold and more money has been made than ever before in the history of the industry—and all this in spite of the fact that the foreign market for pleasure cars has been nearly wiped out. And the credit for it all—and for the widespread resultant general prosperity must inevitably go to that little group of far-sighted, strong-hearted men who by their faith, and optimism stemmed the tide of doubt and fear that started on its pessimistic way across the country in August, 1914.

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Col. E. M. House, special diplomatic agent of President Wilson, announced that he would sail for New York on the liner Rotterdam on Feb. 25.

DEVELOPMENT OF AUTO CREDIT TO STANDARDIZATION

Big Change From Type of 20
Years Ago Marked by Eli-
mination of Small Firm.

Motorists generally are familiar with the influences and industrial practices largely responsible for the motor car's present high state of development and for the common tendency toward a downward revision of price schedules. The economic advantages incident upon the adoption of standardization programs in both manufacture and marketing, and upon the virtually universal movement toward increased production and the elimination of irregular models, are fairly well known. But there remains another direction of development in the industry, concerned with the methods of manufacture, of which laymen are commonly unaware, and which has exercised quite as significant a force upon the whole project as those better recognized.

The motor car's structural changes from the time of the chain-drive, kerosene-lighted, single-cylinder machine to the perfected multi-cylinder automobile of today have demanded of motor car engineers no greater mental effort that has the necessity of providing means for effecting these changes. In other words, the design of the motor car itself records no greater development than that accomplished in the machinery and equipment which produces the result of such design. Machine tools of today are so far different and advanced from those of ten years ago as the automobile of today is superior to its predecessor of that time.

This development has been brought about not so much by the makers of such tools as by the automobile engineers themselves. As every advancing step in the industry was a pioneering venture, they were forced to analyze their own needs for production, conceive the remedy and teach the builders of machine tools to supply it. The outcome has been the evolution of machinery to accomplish the results which in another field perhaps would have been considered impossible. In one sense, this process worked an automobile elimination among motor car producers, but to the general benefit of the industry and the purchaser. For, while concerns of limited resources were forced to drop behind in the competition of progress, these companies which were sufficiently fortified financially were encouraged to continue the work and equip their plants with the latest types of machines as fast as they appeared.

They were enabled to produce a better result, in larger quantity, with a reduced force of men, and the consequence permitted the public to buy better automobiles at a much lower figure. Coincident with the changes in production methods was the development of efficiency in the manufacturing plan itself. The workman was schooled and drilled in his special task and became most proficient in his own particular direction, and by virtue of this schooling and systematic supervision he was brought to produce a better article in less time.

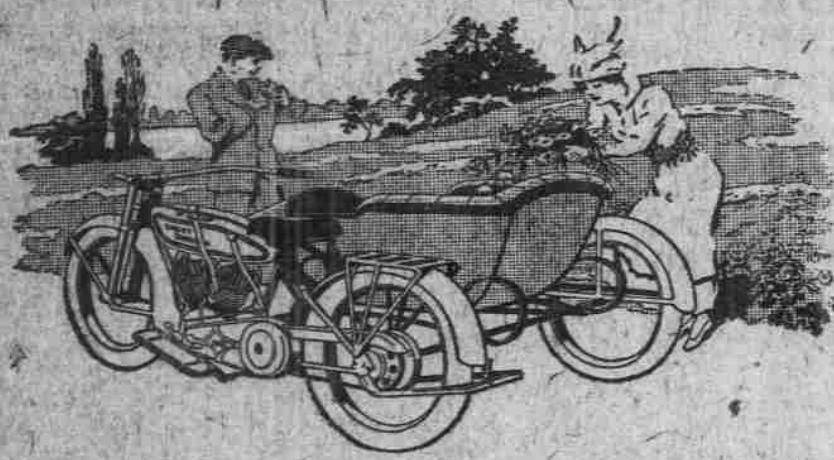
The effect of this future is not confined to the motor car alone, but worked an influence on its equipment as well. In the matter of tires, for example, it is clearly shown. A few years ago the automobile manufacturer paid twice as much as now for tires vastly inferior in construction and wearing qualities to those of today. And a similar ratio of cost and quality is seen in other equipment. Not one part of the automobile industry has been affected by the steady program of increase in efficiency and decrease in cost, as it has been general. It has included the very cheap cars and those of the intermediate price, as well as the highest-grade type of vehicle. Its direct and significant consequence has been that the manufacturer can produce and the purchaser can buy today a superior vehicle for almost one-half the price demanded a few years ago.

AUTO FACTORIES USE ENORMOUS QUANTITIES OF STEEL PER ANNUM

In the table that follows is given the estimated quantities of raw materials used in the production of passenger automobiles for the season of 1915. These statistics have just been compiled and come from an authoritative source. They show at a glance how diverse, and in what large amounts, are the demands of the automobile manufacturers on the primary industries:

Fabricated steel, tons, 760,000; aluminum and alloy, tons, 4,020; manufactured brass, tons, 2,141; manufactured hard wood, board feet, 8,450,000; carpeting, square yards, 489,386; leather, hides, 67,332; imitation leather, square yards, 3,280,000; curled hair, tons, 1,068; moss, tons, 2,050; top materials and linings, yards, 11,405,250; door hinges, pairs, 2,446,750; door catches fittings, pairs, 2,446,750; upholstery fittings, 3,917,542; rubber and compound tons, 9,338; manufactured cotton, tons, 7,950; burlap, etc., yards, 6,560,000.

Some idea of the tremendous amount of raw material consumed by automobile manufacturers can be obtained by a visit to the big foundry department of the Chalmers factory. Some 70,000 pounds of aluminum are used each month and over 100,000 pounds of gray iron is cast in the same period.



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THINK OF A TRIP "AWAY FROM THE CITY WITH ITS HEAT, DUST AND DIRT," OUT IN THE COUNTRY, WHERE THE COOL BREEZES ALWAYS BLOW. YOU CAN RIDE FOR THE SHEER JOY OF RIDING, LEISURELY IF YOU WISH OR YOU CAN OPEN THE THROTTLE AND TRAVEL AT THE SPEED OF THE WIND TO ANY DESIRED PLACE EVEN THOUGH IT BE MILES AND MILES AWAY.

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